Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1.   (Previously Presented) A method of measuring the strength of a consumer experience with a brand, the method comprising:

receiving at least conjoint survey data concerning the consumer experience with the brand;

processing at least the conjoint survey data to produce marketing analytics; and

presenting the marketing analytics in at least one of a plurality of selectable forms to allow a user to make a decision regarding the brand.

2.   (Original) The method of claim 1 further comprising receiving at least one of a traditional survey data, company profitability data, market share data, consumer behavioral data and product catalog data.

3.   (Original) The method of claim 1 wherein the marketing analytics are displayed in a form specified by a user.

4.   (Original) The method of claim 1 further comprising updating the conjoint survey data at predetermined intervals.

5.   (Original) The method of claim 1 wherein a presentation engine is used to provide a variety of display choices to a user.

6.   (Original) The method of claim 1 further comprising generating simulation data using the marketing analytics.

7.   (Original) The method of claim 1 wherein the marketing analytics include at least one of a utility analytic, a trend analytic, an attribute importance analytic, a competitive advantages and opportunities analytic, and an improvement opportunities analytic.

8.   (Previously Presented) A system for providing marketing decision support, the system comprising:

 a memory; and

 a processor coupled to the memory, wherein the processor is configured to:

 receive data including at least conjoint survey data concerning consumer experience with a brand,

 process the data to produce marketing analytics, and

 present the marketing analytics in at least one of a plurality of selectable forms so that a user can make a decision.

9.   (Original) The apparatus of claim 8 wherein the data received by the processor further includes at least one of a traditional survey data, company profitability data, market share data, consumer behavioral data and product catalog data.

10.   (Withdrawn) The apparatus of claim 8 wherein the processor is configured to display marketing analytics in a form specified by a user.

11.   (Withdrawn) The apparatus of claim 8 wherein the processor is further configured to update the conjoint survey data at predetermined intervals.

12   (Withdrawn) The apparatus of claim 8 further comprising a presentation engine associated with the processor for providing a variety of display choices to a user.

13.   (Original) The apparatus of claim 8 further comprising a presentation engine associated with the processor for generating simulation data using the marketing analytics.

14.   (Original) The apparatus of claim 8 wherein the marketing analytics include at least one of a utility analytic, a trend analytic, an attribute importance analytic, a competitive advantages and opportunities analytic, and an improvement opportunities analytic.

15.   (Previously Presented) A system for providing marketing decision support, the system comprising a computer-readable medium that stores executable instructions for causing a computer system to:

process data including at least conjoint survey data concerning consumer experience with a brand; and

present the marketing analytics in at least one of a plurality of selectable forms so that a user can make a decision.

16.   (Currently Amended) The ~~article~~ system of claim 15 further comprising instructions for causing the computer to process data including at least one of a traditional survey data, company profitability data, market share data, consumer behavioral data and product catalog data.

17.   (Withdrawn) The article of claim 15 further comprising instructions for causing the computer to display the marketing analytics in a form specified by a user.

18.   (Withdrawn) The article of claim 15 further comprising instructions for causing the computer to update the conjoint survey data at predetermined intervals.

19.   (Withdrawn) The article of claim 15 further comprising instructions for causing the computer to process the marketing analytics using a presentation engine to provide a variety of display choices to a user.

20.   (Withdrawn) The article of claim 15 further comprising instructions for causing the computer to generate simulation data using the marketing analytics.

21.   (Currently Amended) The ~~article~~ system of claim 15 wherein the marketing analytics include at least one of a utility analytic, a trend analytic, an attribute importance analytic, a competitive advantages and opportunities analytic, and an improvement opportunities analytic.

22.   (Previously Presented) A method of measuring the strength of a consumer experience with a brand, the method comprising:

accessing a system that is configured to process marketing analytics and provide a variety of selectable display choices, wherein the marketing analytics are based on at least conjoint survey data concerning the consumer experience with the brand;

selecting a display choice; and

viewing the marketing analytics in response to the selection..

23.   (Original) The method of claim 22 comprising accessing the system over a network.

24.   (Original) The method of claim 22 further comprising requesting the system to perform simulations based on the marketing analytics.

25.   (Original) The method of claim 22 wherein the marketing analytics include at least one of a utility analytic, a trend analytic, an attribute importance analytic, a competitive advantages and opportunities analytic, and an improvement opportunities analytic.

26.   (Previously Presented) A system for providing marketing decision support, the system comprising:

a memory; and

a processor coupled to the memory, wherein the processor is configured to:

access a system that is configured to process marketing analytics and provide a variety of selectable display choices, wherein the marketing analytics are based on conjoint survey data concerning consumer experience with a brand,

provide a selection of display choices, and

display the marketing analytics in response to the selection.

27.   (Withdrawn) The apparatus of claim 26 wherein the processor is configured to access the system over a network.

28.   (Currently Amended) The ~~apparatus~~ system of claim 26 wherein the processor is configured to request a simulation based on the marketing analytics.

29.   (Currently Amended) The ~~apparatus~~ system of claim 26 wherein the marketing analytics includes at least one of a utility analytic, a trend analytic, an attribute importance analytic, a competitive advantages and opportunities analytic, and an improvement opportunities analytic.

30.   (Previously Presented) A system for providing marketing decision support, the system comprising a computer-readable medium that stores executable instructions for causing a computer system to:

access a system that is configured to process marketing analytics and provide a variety of selectable display choices, wherein the marketing analytics are based on at least conjoint survey data concerning consumer experience with a brand;

provide a selection of display choices; and

display the marketing analytics in response to the selection.

31.   (Withdrawn) The article of claim 30 further comprising instructions for causing the computer to access the system over a network.

32.   (Currently Amended) The ~~apparatus~~ system of claim 30 further comprising instructions for causing the computer to request simulations based on the marketing analytics.

33.   (Currently Amended) The ~~apparatus~~ system of claim 30 wherein the marketing analytics include at least one of a utility analytic, a trend analytic, an attribute importance analytic, a competitive advantages and opportunities analytic, and an improvement opportunities analytic.

34.   (Previously Presented) A tool for providing marketing decision support, the tool comprising:

an analytic engine for processing at least conjoint survey data regarding at least one brand and for grouping the processed data according to a plurality of marketing analytics; and

a presentation engine for displaying the marketing analytics based on a user selection.

35.   (Original) The tool of claim 34, wherein the presentation engine is utilized to perform simulations based on at least one marketing analytic.

36.   (Original) The tool of claim 34, wherein the marketing analytics include at least one of a utility analytic, a trend analytic, an attribute importance analytic, a competitive advantages and opportunities analytic, and an improvement opportunities analytic.

37.   (Original) The tool of claim 34 wherein the analytic engine processes at least one of traditional survey data, company profitability data, market share data, consumer behavioral data and product catalog data.

38.   (Previously Presented) The method of claim 1 wherein receiving at least conjoint survey data concerning consumer experience with a brand includes utility information.

39.   (Previously Presented) The method of claim 1 wherein presenting the marketing analytics in at least one of a plurality of selectable forms includes allowing a user to measure the strength of the consumer experience with the brand and to make a decision regarding the brand.

40.   (Previously Presented) The method of claim 1 wherein the marketing analytics relate to quantitative marketing information.

41.   (Currently Amended) The method of claim 1 wherein processing at least the conjoint survey data to produce marketing analytics includes calculating a total utility analytic based on conjoint survey data received from multiple respondents.

42.   (Previously Presented) The method of claim 1 wherein receiving at least conjoint survey data concerning consumer experience with a brand is performed in real-time.

43.   (Currently Amended) The apparatus system of claim 8 wherein the processor is configured to receive at least conjoint survey data concerning consumer experience with a brand including utility information.

44.   (Currently Amended) The apparatus system of claim 8 wherein the processor is configured to present the marketing analytics in at least one of a plurality of selectable forms to allow a user to measure the strength of the consumer experience with the brand and to make a decision regarding the brand.

45.   (Currently Amended) The apparatus system of claim 8 wherein the processor is configured to present the marketing analytics, the marketing analytics relating to quantitative marketing information.

46.   (Currently Amended) The apparatus system of claim 8 wherein the processor is configured to process the at least the conjoint survey data to calculate a total utility analytic.

47.   (Currently Amended) The ~~apparatus~~ system of claim 8 wherein the processor is configured to receive at least conjoint survey data concerning consumer experience with a brand is in real-time.

48.   (Currently Amended) The ~~article~~ system of claim 15 wherein the computer-readable medium stores executable instructions for causing the computer system to process the at least conjoint survey data concerning consumer experience with a brand includes utility information.

49.   (Currently Amended) The ~~article~~ system of claim 15 wherein the computer-readable medium stores executable instructions for causing the computer system to present the marketing analytics in at least one of a plurality of selectable forms to allow a user to measure the strength of the consumer experience with the brand and to make a decision regarding the brand.

50.   (Currently Amended) The ~~article~~ system of claim 15 wherein the computer-readable medium stores executable instructions for causing the computer system to present the marketing analytics, the marketing analytics relating to quantitative marketing information.

51.   (Currently Amended) The ~~article~~ system of claim 15 wherein the computer-readable medium stores executable instructions for causing the computer system to calculate a total utility analytic.

52.   (Currently Amended) The ~~article~~ system of claim 15 wherein the computer-readable medium stores executable instructions for causing the computer system to process the ~~least~~ conjoint survey data concerning consumer experience with a brand in real-time.

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53.   (Previously Presented) The method of claim 41 wherein calculating a total utility analytic includes:

calculating a utility value for a product, and

dividing the utility value by the number of respondents.

54.   (Currently Amended) The method of claim 53 wherein calculating a utility value for a product includes summing the values the respondents ~~places~~ place on each attribute of the product.

55.   (Withdrawn) The method of claim 41 wherein calculating a total utility analytic includes calculating a first total utility analytic for a first product and calculating a second total utility analytic for a second product and comparing the first total utility analytic to the second total utility analytic.

56.   (Currently Amended) The method of claim 42, wherein receiving at least conjoint survey data concerning consumer experience with a brand is performed in real-time and includes receiving conjoint survey data based on questions that have been adapted based on previous responses.

57.   (Previously Presented) The method of claim 38 wherein the utility information includes information based on a value a respondent placed on an attribute of the brand.